



WPTV

ORDER

Print Date 08/21/12

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Flight Dates 08/15/12-08/21/12

Contract / Revision 307675 /

Original Date / Revision
08/10/12 08/13/12

Advertiser Nelson / Democrat / Senate

Agency Abar Hutton Media

Buying Contact

6190 Grovedale Court - Suite 200
Alexandria, VA 22310

Product

Bill Nelson for Senate

Agency Com 15%

Billing Contact

6190 Grovedale Court - Suite 200
Alexandria, VA 22310

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 543

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	11	\$7,607.50	\$8,950.00	0.00
Totals	11	\$7,607.50	\$8,950.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/21/12	11	\$7,607.50	\$8,950.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	08/17/12	08/17/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	----F--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	----F--		1		\$500.00		0.00					
N 2	WPTV	08/15/12	08/21/12	M-F 7-730p M-F 7-730p	CM	7-730p	-11-1--	:30	3	\$950.00	P-2	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/15/12	08/21/12	-11-1--		3		\$950.00		0.00					
N 3	WPTV	08/20/12	08/20/12	Monday Prime A Monday Prime A	CM	8-9p	M-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00



WPTV

Print Date: 08/21/12

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Contract / Revision **307675** Flight Dates **08/15/12-08/21/12**

Hiatus Dates

Original Date / Revision 08/10/12/ 08/13/12

Order Sep 00:20:00

Advertiser **Nelson / Democrat / Senate** Product **Bill Nelson for Senate**

Estimate # **543**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	08/20/12	08/20/12	Monday Prime A Monday Prime A	CM	8-9p	M-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					1	\$1,500.00		0.00			
N 4	WPTV	08/16/12	08/17/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	---11--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	---11--					2	\$500.00		0.00			
N 5	WPTV	08/18/12	08/18/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$1,000.00		0.00			
N 6	WPTV	08/18/12	08/18/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$600.00		0.00			
N 7	WPTV	08/19/12	08/19/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$500.00		0.00			
N 8	WPTV	08/19/12	08/19/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$1,000.00		0.00			
Totals														11	\$8,950.00